



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1339468

Schedule Dates 10/01/12-10/07/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR NC GOV (453334)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name Brooks, Michele
Phone/Fax /
CPE MCCR/ORDR/C01C07
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR NC GOVER
MCCRORY FOR NC GOVERNOR
SHARE 66%.

Date Entered 07/17/12
Last Modified 08/31/12
Entered By Louise Palmer
CO-OP No
Headline # ECR09762659
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,887.50
Net Total \$50,362.50
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	52	\$59,250.00
Grand Total:	52	\$59,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	10/01/12-10/01/12	2	:30	11:58:41A- News-News 13 at Noon	1	X										Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/17/12
1.1	Normal Line / News	10/01/12-10/01/12	2	:30	11:58:41A- News-News 13 at Noon	1	X							1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
2.0	Revised Line / News	10/02/12-10/02/12	2	:30	11:58:41A- News-News 13 at Noon	1		X									Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/17/12
2.1	Normal Line / News	10/02/12-10/02/12	2	:30	11:58:41A- News-News 13 at Noon	1		X						1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
3.0	Revised Line / News	10/03/12-10/03/12	2	:30	11:58:41A- News-News 13 at Noon	1			X								Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/17/12
3.1	Normal Line / News	10/03/12-10/03/12	2	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
4.0	Revised Line / News	10/04/12-10/04/12	2	:30	11:58:41A- News-News 13 at Noon	1				X							Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/17/12
4.1	Normal Line / News	10/04/12-10/04/12	2	:30	11:58:41A- News-News 13 at Noon	1				X				1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
5.0	Revised Line / News	10/05/12-10/05/12	2	:30	11:58:41A- News-News 13 at Noon	1					X						Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/17/12

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6.0	Revised Line / SPOT	10/01/12-10/01/12	2	:30	4:00:30P- Anderson	1	X										Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/17/12
6.1	Normal Line / SPOT	10/01/12-10/01/12	2	:30	4:00:30P- Katie	1	X							1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
7.0	Revised Line / SPOT	10/02/12-10/02/12	2	:30	4:00:30P- Anderson	1		X									Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/17/12
7.1	Normal Line / SPOT	10/02/12-10/02/12	2	:30	4:00:30P- Katie	1		X						1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
8.0	Revised Line / SPOT	10/03/12-10/03/12	2	:30	4:00:30P- Anderson	1			X								Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/17/12
8.1	Normal Line / SPOT	10/03/12-10/03/12	2	:30	4:00:30P- Katie	1			X					1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
9.0	Revised Line / SPOT	10/04/12-10/04/12	2	:30	4:00:30P- Anderson	1				X							Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/17/12
9.1	Normal Line / SPOT	10/04/12-10/04/12	2	:30	4:00:30P- Katie	1				X				1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
10.0	Revised Line / SPOT	10/05/12-10/05/12	2	:30	4:00:30P- Anderson	1					X						Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/17/12
10.1	Normal Line / SPOT	10/05/12-10/05/12	2	:30	4:00:30P- Katie	1					X			1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12

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12.0	Revised Line / News	10/02/12-10/02/12	2	:30	5:28A- News-News 13 Early 530a	1		X									Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	7/17/12
12.1	Normal Line / News	10/02/12-10/02/12	2	:30	5:28A- News-News 13 Early 530a	1		X						1	\$600.00	\$600.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/31/12
13.0	Revised Line / News	10/03/12-10/03/12	2	:30	5:28A- News-News 13 Early 530a	1			X								Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	7/17/12
13.1	Normal Line / News	10/03/12-10/03/12	2	:30	5:28A- News-News 13 Early 530a	1			X					1	\$600.00	\$600.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/31/12
14.0	Revised Line / News	10/04/12-10/04/12	2	:30	5:28A- News-News 13 Early 530a	1				X							Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	7/17/12
14.1	Normal Line / News	10/04/12-10/04/12	2	:30	5:28A- News-News 13 Early 530a	1				X				1	\$600.00	\$600.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/31/12
15.0	Revised Line / News	10/05/12-10/05/12	2	:30	5:28A- News-News 13 Early 530a	1					X						Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	7/17/12
15.1	Normal Line / News	10/05/12-10/05/12	2	:30	5:28A- News-News 13 Early 530a	1					X			1	\$600.00	\$600.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/31/12
16.0	Revised Line / News	10/01/12-10/01/12	2	:30	6:30A- 7A (EST)	1	X										Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/17/12
16.1	Normal Line / News	10/01/12-10/01/12	2	:30	6:30A- 7A (EST)	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12

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17.0	Revised Line / News	10/02/12-10/02/12	2	:30	6:30A- 7A (EST)	1		X									Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/17/12
17.1	Normal Line / News	10/02/12-10/02/12	2	:30	6:30A- 7A (EST)	1		X						1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
18.0	Revised Line / News	10/03/12-10/03/12	2	:30	6:30A- 7A (EST)	1			X								Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/17/12
18.1	Normal Line / News	10/03/12-10/03/12	2	:30	6:30A- 7A (EST)	1			X					1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
19.0	Revised Line / News	10/04/12-10/04/12	2	:30	6:30A- 7A (EST)	1				X							Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/17/12
19.1	Normal Line / News	10/04/12-10/04/12	2	:30	6:30A- 7A (EST)	1				X				1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
20.0	Revised Line / News	10/05/12-10/05/12	2	:30	6:30A- 7A (EST)	1					X						Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/17/12
20.1	Normal Line / News	10/05/12-10/05/12	2	:30	6:30A- 7A (EST)	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
21.0	Revised Line / News	10/01/12-10/01/12	2	:30	8A- 9A (EST)	1	X										Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	7/17/12
21.1	Normal Line / News	10/01/12-10/01/12	2	:30	8A- 9A (EST)	1	X							1	\$1,200.00	\$1,200.00	Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	8/31/12
22.0	Revised Line / News	10/02/12-10/02/12	2	:30	8A- 9A (EST)	1		X									Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	7/17/12
22.1	Normal Line / News	10/02/12-10/02/12	2	:30	8A- 9A (EST)	1		X						1	\$1,200.00	\$1,200.00	Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	8/31/12
23.0	Revised Line / News	10/03/12-10/03/12	2	:30	8A- 9A (EST)	1			X								Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	7/17/12
23.1	Normal Line / News	10/03/12-10/03/12	2	:30	8A- 9A (EST)	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	8/31/12

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24.0	Revised Line / News	10/04/12-10/04/12	2	:30	8A- 9A (EST)	1				X							Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	7/17/12
24.1	Normal Line / News	10/04/12-10/04/12	2	:30	8A- 9A (EST)	1				X				1	\$1,200.00	\$1,200.00	Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	8/31/12
25.0	Revised Line / News	10/05/12-10/05/12	2	:30	8A- 9A (EST)	1					X						Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	7/17/12
25.1	Normal Line / News	10/05/12-10/05/12	2	:30	8A- 9A (EST)	1					X			1	\$1,200.00	\$1,200.00	Asheville (WLOS)	GD MRN AMR-ABC LEVEL 2	8/31/12
26.0	Revised Line / News	10/06/12-10/06/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X					Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	7/17/12
26.1	Normal Line / News	10/06/12-10/06/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X		1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	8/31/12
28.0	Revised Line / News	10/07/12-10/07/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X				Asheville (WLOS)	NWS13 SUN MORN LEVEL 2	7/17/12
28.1	Normal Line / News	10/07/12-10/07/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X	1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SUN MORN LEVEL 2	8/31/12
29.0	Revised Line / News	10/07/12-10/07/12	2	:30	8A- ABC-Good Morning America Sunday	1							X				Asheville (WLOS)	GMA SUN LEVEL 2	7/17/12
29.1	Normal Line / News	10/07/12-10/07/12	2	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$700.00	\$700.00	Asheville (WLOS)	GMA SUN LEVEL 2	8/31/12
30.0	Revised Line / News	10/01/12-10/01/12	2	:30	4:59P- News-News 13 First News At 5p	1	X										Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/17/12

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31.0	Revised Line / News	10/02/12-10/02/12	2	:30	4:59P- News-News 13 First News At 5p	1		X									Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/17/12
31.1	Normal Line / News	10/02/12-10/02/12	2	:30	4:59P- News-News 13 First News At 5p	1		X						1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	8/31/12
32.0	Revised Line / News	10/03/12-10/03/12	2	:30	4:59P- News-News 13 First News At 5p	1			X								Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/17/12
32.1	Normal Line / News	10/03/12-10/03/12	2	:30	4:59P- News-News 13 First News At 5p	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	8/31/12
33.0	Revised Line / News	10/04/12-10/04/12	2	:30	4:59P- News-News 13 First News At 5p	1				X							Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/17/12
33.1	Normal Line / News	10/04/12-10/04/12	2	:30	4:59P- News-News 13 First News At 5p	1				X				1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	8/31/12
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35.0	Revised Line / News	10/01/12-10/01/12	2	:30	5:28P- News-News 13 at 5:30p	1	X										Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/17/12
35.1	Normal Line / News	10/01/12-10/01/12	2	:30	5:28P- News-News 13 at 5:30p	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
36.0	Revised Line / News	10/02/12-10/02/12	2	:30	5:28P- News-News 13 at 5:30p	1		X									Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/17/12
36.1	Normal Line / News	10/02/12-10/02/12	2	:30	5:28P- News-News 13 at 5:30p	1		X						1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
37.0	Revised Line / News	10/03/12-10/03/12	2	:30	5:28P- News-News 13 at 5:30p	1			X								Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/17/12
37.1	Normal Line / News	10/03/12-10/03/12	2	:30	5:28P- News-News 13 at 5:30p	1			X					1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
38.0	Revised Line / News	10/04/12-10/04/12	2	:30	5:28P- News-News 13 at 5:30p	1				X							Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/17/12
38.1	Normal Line / News	10/04/12-10/04/12	2	:30	5:28P- News-News 13 at 5:30p	1				X				1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
39.0	Revised Line / News	10/05/12-10/05/12	2	:30	5:28P- News-News 13 at 5:30p	1					X						Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1339468
Schedule Dates 10/01/12-10/07/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR NC GOV (453334)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name Brooks, Michele
Phone/Fax /
CPE MCCR/ORDR/C01C07
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR NC GOVER
MCCRORY FOR NC GOVERNOR
SHARE 66%.

Date Entered 07/17/12
Last Modified 08/31/12
Entered By Louise Palmer
CO-OP No
Headline # ECR09762659
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,887.50
Net Total \$50,362.50
Sales Tax

Asheville (WLOS)
By Broadcast Month
Oct. 2012 52 \$59,250.00
Grand Total: 52 \$59,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
39.1	Normal Line / News	10/05/12-10/05/12	2	:30	5:28P- News-News 13 at 5:30p	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
40.0	Normal Line / News	10/01/12-10/01/12	2	:30	6P- 7P (EST)	1	X							1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/17/12
42.0	Normal Line / News	10/03/12-10/03/12	2	:30	6P- 7P (EST)	1			X					1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/17/12
43.0	Normal Line / News	10/04/12-10/04/12	2	:30	6P- 7P (EST)	1				X				1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/17/12
44.0	Normal Line / News	10/05/12-10/05/12	2	:30	6P- 7P (EST)	1					X			1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/17/12
45.0	Normal Line / News	10/07/12-10/07/12	2	:30	6P- 7P (EST)	1							X	1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS 13 LEVEL 2	7/17/12
47.0	Revised Line / News	10/02/12-10/02/12	2	:30	10:59:56P- News-News 13 11p Late News	1		X									Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/17/12
47.1	Normal Line / News	10/02/12-10/02/12	2	:30	10:59:56P- News-News 13 11p Late News	1		X						1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
48.0	Revised Line / News	10/03/12-10/03/12	2	:30	10:59:56P- News-News 13 11p Late News	1			X								Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/17/12
48.1	Normal Line / News	10/03/12-10/03/12	2	:30	10:59:56P- News-News 13 11p Late News	1			X					1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
49.0	Revised Line / News	10/04/12-10/04/12	2	:30	10:59:56P- News-News 13 11p Late News	1				X							Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/17/12

CONFIRMATION CONTRACT

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WLOS Asheville
110 Technology Dr
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Schedule Dates 10/01/12-10/07/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR NC GOV (453334)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name Brooks, Michele
Phone/Fax /
CPE MCCR/ORDR/C01C07
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR NC GOVER
MCCRORY FOR NC GOVERNOR
SHARE 66%.

Date Entered 07/17/12
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Entered By Louise Palmer
CO-OP No
Headline # ECR09762659
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,887.50
Net Total \$50,362.50
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	52	\$59,250.00
Grand Total:	52	\$59,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
49.1	Normal Line / News	10/04/12-10/04/12	2	:30	10:59:56P- News-News 13 11p Late News	1				X				1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
50.0	Revised Line / News	10/05/12-10/05/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X						Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/17/12
50.1	Normal Line / News	10/05/12-10/05/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
52.0	Revised Line / News	10/07/12-10/07/12	2	:30	10:59:56P- News-News 13 11p Late News	1							X				Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/17/12
52.1	Normal Line / News	10/07/12-10/07/12	2	:30	10:59:56P- News-News 13 11p Late News	1							X	1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
53.0	Normal Line / News	10/01/12-10/01/12	2	:30	5:28A- News-News 13 Early 530a	1	X							1	\$600.00	\$600.00	Asheville (WLOS)	NEWS	8/31/12
54.0	Normal Line / News	10/06/12-10/06/12	2	:30	8A- ABC-Good Morning America Saturday	1						X		1	\$700.00	\$700.00	Asheville (WLOS)	GMA	8/31/12
55.0	Normal Line / News	10/02/12-10/02/12	2	:30	6P- 7P (EST)	1		X						1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NEWS	8/31/12
56.0	Normal Line / News	10/01/12-10/01/12	2	:30	10:59:56P- News-News 13 11p Late News	1	X							1	\$1,600.00	\$1,600.00	Asheville (WLOS)	11P NEWS	8/31/12
57.0	Normal Line / News	10/06/12-10/06/12	2	:30	11:30:56P- News-News 13 11p Late Late News	1						X		1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NEWS	8/31/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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